

Subject: DTLA Forward - Guerrilla Marketing Campaign! (Clean Team)
From: Blair Besten <blair@historiccore.bid>
Date: 01/28/2016 03:50 PM
To: Ken Nakano <knakano@downtownla.com>, Molly Larson <Molly.Larson@changelives.org>, Robert Winston <Robert.Winston@changelives.org>, Jessica Lall <jessica@southpark.la>, "Rena@fashiondistrict.org" <Rena@fashiondistrict.org>, Miguel Vargas <miguel@artsdistrictla.org>, Randall Tampa <rtampa@fashiondistrict.org>
CC: Sara Hernandez <sara.hernandez@lacity.org>, Diana Yedoyan <diana.yedoyan@lacity.org>

FYI CD14 is launching a new guerrilla marketing campaign for a new Councilmember initiative in Downtown. You will see chalk paint stencils that say "DTLA FWD" on sidewalks and streets along with wheat posters plastered on preapproved construction sites. Please instruct your clean team not to take special means to remove these items. If we are power washing a section of sidewalk that day no worries -- otherwise it's not something to send a water truck out for...Many of you may not deal with this like we do at Art Walk time but thought you should be aware.

Warm regards,



Blair Besten
Executive Director

209-211 W 5th Street
Los Angeles, California 90013

p [213.488.1901](tel:213.488.1901)
c [213.700.9829](tel:213.700.9829)
HistoricCore.BID

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24HR HOTLINE:
[213/239-8336](tel:213.239.8336)